

# **SB Imperative for Higher Education**

## **Who? What? Why? How?**

**“21<sup>st</sup> century places will succeed because of assets they create not because of assets they inherit.”**

**- National Governor's Association**

**“Our greatest asset is our people.” - SB Imperative**

**Who?** Shreveport-Bossier business community lead by Greater Shreveport, Shreveport-Bossier African American, and Bossier Chambers of Commerce and Committee of 100, Community Foundation, cities of Shreveport and Bossier City, parishes of Caddo and Bossier, and NW Louisiana higher education leadership

### **What?**

- Catalyst for civic engagement
- Educate community on higher education issues
- Develop an “agenda of solutions” around higher education objectives
- Implement advocacy strategy around “agenda of solutions”

### **Why?**

- Increase number of NW Louisiana citizens with increased education attainment.
- Position higher education to be more responsive to the people of NW Louisiana.
- Provide a foundation for culture changed in NW Louisiana to promote the importance of education to future success
- A successful Louisiana that capitalizes on the future knowledge economy

### **How?**

- Hire nationally recognized higher education consultant (Eva Klein and Associates) to help develop and “agenda of solutions”
- Education and advocacy meetings of business leaders and community as a whole on higher education issues
- Build communication campaign around SB Imperative through SB Imperative website ([www.sbimperative.org](http://www.sbimperative.org)), Facebook, and media relationships and monitoring.
- Implement advocacy strategy around “agenda of solutions” that include volunteer business leadership to communicate message to policymakers and a government relations team to facilitate this effort
- Seek connection with state leaders outside the region on shared interest

**“You’ll never plow a field by turning it over in your mind” – Irish Proverb**

**“Those who choose to sleep when the house burns may sleep forever” – African Proverb**